



KeeleSU //

STRATEGIC PLAN 2017-2021



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Introduction //

Keele SU is already pretty good. You told us that... You also told us we can be better, and that's what this strategy is all about. We are ambitious for **you**, for **us**, for **Keele**, and pretty good just isn't good enough!

We have put a lot of time and effort into understanding what 'better' looks like. What 'better' means for you, for us, for Keele University. And this strategy is the result of all that research, all of those focus groups, workshops and away days. If we've done it right we'll have captured what matters most to you, and if we do a good job of delivering it, we'll be doing a great job in being the Keele SU that you want and need us to be.



Tom Snape:

Union Development & Democracy
Officer and Chair of Trustees
2017-2018





Our Purpose //

Whatever your needs, interests, challenges or opportunities, we're right here with you to help you get the very best from your time at Keele so you may achieve your ambitions for the future. We love that you are all different, and we're here to represent, support and involve all of you.

Our Vision //

We aim to be a students' union of the highest quality in representing and supporting you to get the most from your time at Keele.

// 2021 Success: NUS Quality Mark Rated Very Good

Our Values //

You told us about the kind of Keele SU you wanted us to be. Challenge accepted! These values represent that Keele SU, and we're going to be working hard to live up to your high expectations;

We are student-led

We are independent and democratic, taking our lead from you. We work in collaborative partnership to bring about positive change for you.

We are there for you

We listen, support and encourage. We will always do our best for you.

We are passionate about your future

We provide opportunities for you to grow. We help you to develop friendships, skills and memories for life.

We are professional, but different

We have the head of a business and the heart of a charity. We are responsible, resourceful, progressive, and not bound by convention.

We are quirkily Keele!

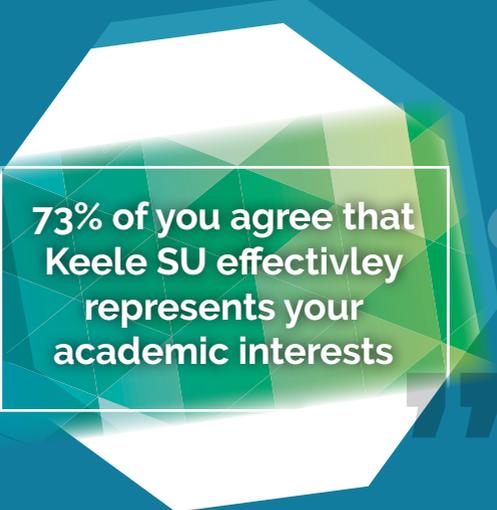
We are friendly, caring and creative. We love everything that makes the Keele community different and special.



We're All Here For A Reason - Education! //

Perhaps unsurprisingly, 4 of the top 5 'most important elements of your university experience' relate directly to the education you receive at Keele University. Your education is an investment in your future, and success now means improved opportunities later.

Your priority is our priority, and we will focus on our role as a critical friend to the university, amplifier of your voice, and supporter if things get tough, to help you to get what you want and need from your education. We will reinforce our already strong partnership with the university to ensure our influence is as impactful for you as possible.



73% of you agree that Keele SU effectively represents your academic interests

OUR GOALS

- To provide you with opportunities to have your opinions, about your educational experience, heard and considered
- To be your voice in influencing university academic policy and practice
- To support you to succeed when things don't go to plan

// 2021 Success: We will improve our National Student Survey question 26 performance year on year. (2017 benchmark: 73% agree)

PROJECTS//

1. **Course representation** – we will develop our course rep system to be one of the best in the UK.
2. **Social learning spaces** – we will seek and secure university investment into high quality social learning spaces, to give you appropriate places to be and learn in your spare time.
3. **Keeping Keele great** – We will challenge and support the university to continue to improve its academic provision to remain amongst the best providers of higher education in the UK.
4. **A brilliant, independent academic support and advice service** – we will develop our ASK service to become an exemplar of best practice in supporting you to succeed, whether proactive campaigns highlighting common pitfalls, or professional advice when things get sticky.
5. **Supporting those who struggle** – We will influence the university support offer, including the personal tutoring system, to better support you when you find things getting tough.
6. **Innovation in student engagement and academic partnership** – Working in partnership with you and your teachers, we will explore new ways of enhancing academic quality, particularly in curriculum content and teaching methods.
7. **Thinking of the future** – we will work with the university to ensure that all courses are designed with your future in mind, promoting transferrable skills, sustainability, and a focus on your employability.
8. **Academic societies as a force for change** – we will consider how our academic societies might be involved in developing and delivering these projects, and how their knowledge and enthusiasm for their subjects may be harnessed to drive positive change in teaching and assessment practices.

You're In! Welcome To The Keele Community //

We all love the sense of community here at Keele, and we believe the Keele Community, with its rich global, demographic and liberal diversity, is a key strength of the student experience that sets us apart from elsewhere. We want to build on that strength to expand our offer, enabling more of you to shape the Keele Community through Keele SU, and growing the number and variety of extra-curricular student community opportunities for you to get involved in, as well as ensuring that the full diversity of our members can feel part of our Keele Community.

**Just 49% of you
said that "Keele SU
feels like a place for
students like me"**

OUR GOALS

- To help you find your place within a diverse and exciting Keele student community
- To give you the opportunity to shape the policies and priorities of Keele SU
- To provide new experiences and opportunities that add value to your university experience

// 2021 Success: At least 10% more students will engage in student community opportunities

PROJECTS//

- 1. Expanding our offer** – we will improve the range and accessibility of our student opportunities to enable more of you to benefit from involvement.
- 2. Tailoring our offer** – we will develop opportunities designed specifically for under-engaged and under-represented groups, including international students, post-graduates, mature students, and those of you who live off-campus.
- 3. Active citizenship** – we will support you to be change makers and community leaders, to engage in the politics and projects that impact your community and future so that you can play a part in shaping those outcomes.
- 4. Care in the community** – we will articulate the positive values of the Keele student community. We will campaign for policy and behavioural change where there is scope for improvement and we will not accept intolerance, discrimination, abuse or bullying.
- 5. Easier for you to change things** – We will review our democratic decision making so all Keele students are able to influence our policies and priorities.
- 6. You're in charge** – We will ensure that your elected officers are accessible and accountable to you for the democratic decisions you make.
- 7. Our building is our base, but it isn't our cage** – we will work to make the benefits of Keele SU available to you, wherever you are.
- 8. Halls communities** – we will work with the university, as a key partner, to deliver a brilliant new halls life programme to match the investment in the new and exciting buildings.
- 9. Team Keele** – We will better integrate and support the AU to grow participation in sport, to make a case for improved sports facilities and to grow the value of sport at Keele.
- 10. Volunteering** – We will refine our already successful volunteering offer to add value to your chosen academic and career paths, to help you to build a compelling CV and articulate your experience to demonstrate your Keele difference.
- 11. The bigger club** – We will build our influence in the National Union of Students, making sure that Keele has a voice in national discussions.
- 12. CEC** – we will influence key partners for improved social learning space and catering provision for those of you studying at CEC.

YOUR HEALTH & HAPPINESS //

It's clear to us from what you said, that there are a number of challenges that can get in the way of you gaining the most from your student experience. You understand the value of your degree to your future career ambitions, and how important it is to give your best now, but you can struggle with money, time, leading a healthy lifestyle or engaging with the broader student community. All of these things can cause a great deal of stress and anxiety. Both Keele Uni and SU have very good support services to help you out, but so many of you have told us you are struggling that we need to make this area of work a priority.

Just 48% of you are happy with your mental health

Just 45% of you are happy with your physical health

OUR GOALS

- To help you succeed by challenging barriers to participation
- To support you when the practical realities of student life get in the way of your success
- To help you lead a healthy and fulfilling student life

// 2021 Success:

- Happiness with mental health up 15% age points (2017 benchmark: 48%)
- Happiness with physical health up 15% age points (2017 benchmark: 45%)

PROJECTS//

1. **Mental health first aid** – we will train our front line staff, Officers and service managers in mental health first aid, to raise awareness and competence in planning activities and responding to need.
2. **Mental health support** – working with the university we will review and benchmark the support offers of both SU and University, making recommendations for improvements.
3. **Money, money, money** – working with the university, we will review and improve the campus money advice offer to help you plan and manage your money, and to access the right support when you find things getting tricky.
4. **Healthy eating** – we will develop our food offer to give you the choice of a treat when you deserve it, to be cheap when you need it, and to be healthy when you feel it.
5. **Active lifestyles** – we will promote opportunities to engage in active participation opportunities, with sports centre colleagues, the AU and student groups to help you try out new activities and lead an active lifestyle.
6. **Keele runs** – we will develop a regular, non-competitive, inclusive running event to promote healthy, active lifestyles and expand the value of our wonderful Keele community.
7. **Getting the right help** – we will develop new partnerships with specialist organisations to improve our wellbeing support offer and to give you access to the most effective support when you need it.
8. **Opportunities for alcohol-free socialising** – we will expand and promote a varied programme of events and activities not associated with alcohol, with events tailored to the strains of the year.
9. **Helping you to find good, paid work** – we will adapt and influence the current routes to student employment, helping you to find flexible paid work with good quality employers, to help you fund your university experience and gain valuable work experience.



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The data used to inform this strategy was collected by an external market research agency using qualitative and quantitative methods during the 2016-17 academic year, and is specific to Keele University students. We also used data sources including the National Student Survey, Keele SU annual audited accounts and other NUS procured sources. KeeleSU is a Charitable Incorporated Organisation - No.1173328. The surplus income generated by the money you spend at KeeleSU helps to fund the services that KeeleSU provides to Keele University Students.